

Philip Morris Direct Marketing
**Coupon Basic Data Sheet
and
UPC Code Order Form**

611-00-01641

Use this form to provide the basic information about a program which will include coupons as well as to request UPC Code assignment and art. Send this form to the PM Direct Marketing Assistant., 120 Park Avenue - 14th Floor, New York, New York 10017. Telephone (212) 878-2326 with questions.

Today's Date: 12/24/92 UPC Size %: 90

Prepared By: Camille Abbruscato Ext: 2006

Send UPC To:

Name: Lisa Bragg Address: _____

Company: LBC

Name: _____ City/State/Zip: _____

Brand/Program Information: This Information is REQUIRED before a UPC will be issued.

Brand: Cambridge Brand Share: 2 Brand Status: New Test Established
 Line Extension - Nat'l
 Line Extension - Test

Program Number: _____ POS # _____

Program Description: Cambridge offensive Direct Mail Program
(Please Be Specific)

Audience Reached: Offensive Defensive Both Timing: Yearly Quarterly Holiday Other Capture Names?: Yes No
 Winter Spring Summer Fall

Coupon Distribution Information: This Information is REQUIRED before a UPC will be issued.

Distribution Date: 2/15/93 Expiration Date: 4/15/93 Estimated Redemption Rate: 15 %

Total Circulation: 300,982 Max. Redemp. Cost/Coupon: \$ 3.30

Areas of Distribution

Will Coupons Be Distributed:

Nationally
 Regionally
 On a Test Basis

Will the Distribution Include:

Military
 Non-Military

Distribution break by PM Region:

PM Region	# of Coupons Released (000)
1	_____
2	_____
3	_____
4	_____
5	_____
Total	<u>300,982</u>

Method of Distribution (check only one per UPC):

Magazine On Page FSI Inserts - Co-op
 Magazine Tip-In Hand Distribution
 Magazine Special Unit Retailer Coupon
 Control Circ. Magazine Direct Mail - Solo
 ROP/Newspl. Single Direct Mail - Co-op
 ROP/Newspl. Co-op In-Pack-Own Product
 Sunday Suppl.-Single On-Pack-Own Product
 Sunday Suppl.-Co-op Immediately Redeemable
 FSI Inserts - Solo All Other: _____

Please Explain

Over, Please - More Required Information on Back

Offer Information: This Information is REQUIRED before a UPC will be issued.

Face Value: \$ B3G2F

Terms of Offer:
(Describe Completely)

B3G2F pack

Discount Offered: 40 %
(% of Face Value/Purchase Price)

Purchase Price: Full Margin Pack Average \$ _____

Price/Value Pack Average \$ 1.60

Full Margin Carton Average \$ _____

Price/Value Carton Average \$ _____

Other \$ _____

(Please Specify)

or Check One Below

B1G1F \$1.00 Off Carton
 B2G1F \$1.50 Off Carton
 B3G1F \$2.00 Off Carton
 B2G 50¢ Off 2.50 Off Carton
 B3G 50¢ Off \$3.00 Off Carton
 Free Pack Checker Intervention
 Other - Provide
Details Above

For Direct Marketing Use Only

UPC CODE ASSIGNED: 611-00-01691

Date Assigned: 12/29/92

Assigned By: M. Diaz

AFTER UPC CODE ASSIGNMENT DISTRIBUTE COPIES OF FORM AS FOLLOWS:

One Copy to Preparer
One Copy to PM Direct Marketing
One Copy to PM Finance
One Copy to Media
One Copy to Promotional Services Center

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